

1 (b) selecting a program and transferring said program to said output device  
2 for delivery to a user;

3 (c) detecting a specific control signal in the information transmission and  
4 passing said detected specific control signal to [one of] said computer[ and said  
5 programmable controller];

6 (d) generating a receiver specific datum by processing information that is  
7 passed to said computer;

8 (e) controlling the outputting of said receiver specific datum on the basis of a  
9 received signal; and

10 (f) outputting [said portion of a video image at said video output device.]  
11 said program and said receiver specific datum simultaneously or sequentially at said  
12 receiver station.

13 3. (Amended) The method of claim 2, wherein downloadable executable  
14 code is passed to said computer, said method further [comprising the] at least one step  
15 of the group consisting of:

16 storing information evidencing a function performed [by or initiated by said  
17 computer] in response to or in consequence of [some] said downloadable executable  
18 code[ having been passed to said computer.]; and

19 communicating to a remote station information evidencing a function performed  
20 in response to or in consequence of said downloadable executable code.

21 Please add the following claim(s):

1           4.     The method of claim 2, wherein said program includes audio or said  
2 receiver station includes a plurality of output devices, said method further comprising  
3 the step of outputting said generated receiver specific datum in response to said  
4 detected specific control signal.

5           5.     The method of claim 2, wherein said program is a television program, said  
6 method having one of the group consisting of:

7           passing a non-video portion of said information transmission to a control signal  
8 detector before detecting said specific control signal;

9           detecting said specific control signal in a television signal;

10          generating said generated receiver specific datum by processing information  
11 stored in said computer in response to downloadable executable code contained in said  
12 specific control signal;

13          overlaying said generated receiver specific datum onto video contained in said  
14 television program; and

15          outputting said generated receiver specific datum at a television monitor  
16 simultaneously or sequentially with audio of said television program.

17          6.     The method of claim 2, wherein said at least one output device is a printer,  
18 said method further comprising the step of outputting said generated receiver specific  
19 datum in a graphic.

20          7.     The method of claim 2, further comprising the step of programming said  
21 receiver station to implement a scheme for generating output information content based  
22 on a broadcast or cablecast information transmission.

1           8.     A method of controlling a plurality of receiver stations each of which  
2 includes a television receiver, a signal detector, a processor, and with each said receiver  
3 station adapted to detect the presence of one or more control signals and programmed  
4 to process downloadable executable code, said method of controlling comprising the  
5 steps of:

6           (1)    receiving at a transmitter station some downloadable executable code  
7 which is effective at a receiver station to implement a scheme for generating output  
8 information content, said downloadable executable code having at each of said plurality  
9 of receiver stations a target processor to process data;

10          (2)    transferring said downloadable executable code from said transmitter  
11 station to a transmitter;

12          (3)    receiving one or more control signals at said transmitter station, said one  
13 or more control signals operate to execute said downloadable executable code; and

14          (4)    transferring said one or more control signals from said transmitter station  
15 to said transmitter, and transmitting an information transmission comprising the  
16 downloadable executable code and one or more control signals.

17           9.     The method of claim 8, wherein said downloadable executable code or  
18 some identification data in respect of said downloadable executable code are embedded  
19 in a television signal.

20           10.    The method of claim 8, wherein a television program is displayed at a  
21 receiver station and said downloadable executable code programs said receiver station  
22 processor or computer to output video, audio, or text in the context of said television

1 program or to process a viewer reaction to said television program or to select  
2 information that supplements said television program content.

3 11. The method of claim 8, wherein said one or more control signals  
4 incorporate some of said downloadable executable code.

5 12. A method of providing data of interest to a receiver station from a remote  
6 data source, said data of interest for use at the receiver station in generating or  
7 outputting a receiver specific datum, said method comprising the steps of:

8 storing data at said remote data source;

9 receiving at said remote data source a query from said receiver station;

10 transmitting said data from said remote data source to said receiver station in  
11 response to said step of receiving said query, said receiver station selecting and storing  
12 some of said transmitted data;

13 transmitting from a second remote source to said receiver station a signal which  
14 controls said receiver station to select and process an instruct signal which is effective at  
15 said receiver station to implement a scheme for generating output information content.

16 13. A method of communicating subscriber station information from a  
17 subscriber station to one or more remote data collection stations, said method  
18 comprising the steps of:

19 (1) inputting a viewer's or participant's reaction at a subscriber station;

20 (2) receiving at said subscriber station information that designates an instruct  
21 signal to process or an output to deliver in consequence of said specific subscriber  
22 input;

1 (3) determining the presence of said specific subscriber input at said  
2 subscriber station by processing said viewer's or participant's reaction;  
3 (4) processing an instruct signal which is effective to implement a scheme for  
4 generating output information content at said subscriber station in consequence of said  
5 step of determining; and  
6 (5) transferring from said subscriber station to one or more remote data  
7 collection stations an indicia confirming delivery of said instruct signal from said step of  
8 processing or confirming delivery of said effect from said step of processing.

9 14. The method of claim 13, wherein said instruct signal is input by a  
10 subscriber, said method further comprising the steps of:

11 storing a subscriber instruction to receive one or more specific mass medium  
12 programs, data, news items, or computer control instructions; and  
13 receiving one or more specific mass medium programs, data, news items, or  
14 computer control instructions in accordance with said instruction.

15 15. The method of claim 13, wherein said instruct signal is input by a  
16 subscriber, said method further comprising the steps of:

17 storing a subscriber instruction to process or present one or more mass medium  
18 programs, data, news items, or computer control instructions in a specific fashion; and  
19 processing or presenting one or more specific mass medium programs, data,  
20 news items, or computer control instructions in accordance with said instruction.

21 16. The method of claim 13, wherein said information that designates a  
22 specific subscriber input or said instruct signal is detected in an information

1 transmission from a data or programming source, said method further comprising the  
2 steps of:

3 programming a processor to respond to information communicated from a data  
4 or programming source;

5 receiving an information transmission from a data or programming source;

6 inputting at least some of said information transmission to a control signal  
7 detector;

8 detecting data or an instruct signal in said information transmission; and

9 passing said detected data or instruct signal to said processor.

10 17. A method of gathering information on the use of resource or a signal at a  
11 receiver station, said receiver station having a processor, and a controlled device, said  
12 receiver station transferring said gathered information to a remote station, said method  
13 comprising the steps of:

B2  
cont'd  
14 (1) identifying a code resource to be implemented for generating output  
15 information content or a control signal which is effective to implement a scheme for  
16 generating output information content;

17 (2) monitoring said resource or said control signal;

18 (3) storing a record of the use of said resource or said control signal from said  
19 step of monitoring; and

20 (4) communicating information evidencing said use of said resource or said  
21 control signal from said step of storing a record from said receiver station to a remote  
22 station.

1 18. The method of claim 17, wherein the stored evidence information  
2 identifies or designates one or more of:

- 3 (1) a mass medium program;  
4 (2) a proper use of programming;  
5 (3) a transmission station;  
6 (4) a receiver station;  
7 (5) a network;  
8 (6) a broadcast station;  
9 (7) a channel on a cable system;  
10 (8) a time of transmission;  
11 (9) a unique identifier datum;  
12 (10) a source or supplier of data;  
13 (11) a publication, article, publisher, distributor, or an advertisement;  
14 and  
15 (12) an indication of copyright.

16 19. A method of signal processing at a receiver station, said receiver station  
17 including a receiver and a processor, said method comprising the steps of:  
18 receiving on said receiver identification signals that identify specific signal  
19 content for at least one of a plurality of concurrent broadcast or cablecast signal  
20 transmissions;  
21 providing a comparison signal to said processor;

1 comparing said comparison signal to said identification signals and generating a  
2 control signal identifying a desired one of said plurality of broadcast or cablecast signal  
3 transmissions;

4 tuning said receiver, based on said generated control signal, to receive said  
5 desired one of said plurality of broadcast or cablecast signal transmissions;

6 inputting at least some of said desired signal transmission to said processor; and  
7 responding to an instruct signal detected in said desired signal transmission  
8 which is effective to implement a scheme for generating output information content.

9 20. A method of controlling a remote intermediate data transmitter station to  
10 communicate data to one or more receiver stations, with said remote transmitter station  
11 including a broadcast or cablecast transmitter for transmitting one or more signals  
12 which are effective at a receiver station to instruct a computer or processor, a plurality  
13 of selective transmission devices each operatively connected to said broadcast or  
14 cablecast transmitter for communicating a unit of data, a data receiver, a control signal  
15 detector, and a controller or computer capable of controlling one or more of said  
16 selective transmission devices, and with said remote transmitter station adapted to  
17 detect the presence of one or more control signals, to control the communication of  
18 specific instruct signals in response to detected specific control signals, and to deliver at  
19 its broadcast or cablecast transmitter one or more instruct signals, said method of  
20 communicating comprising the steps of:

21 (1) receiving an instruct signal to be transmitted by the remote intermediate  
22 data transmitter station and delivering said instruct signal to a transmitter, said instruct

1 signal being effective at a receiver station to implement a scheme for generating output  
2 information content;

3 (2) receiving one or more control signals which at the remote intermediate  
4 data transmitter station operate to control the communication of said instruct signal;  
5 and

6 (3) transmitting said one or more control signals to said transmitter before a  
7 specific time.

8 21. The method of claim 20, further comprising the step of embedding a  
9 specific one of said one or more control signals in said instruct signal or in an  
10 information transmission containing said instruct signal before transmitting said  
11 instruct signal to said remote transmitter station.

12 22. The method of claim 20, wherein said specific time is a scheduled time of  
13 transmitting said instruct signal or some information associated with said instruct  
14 signal from said remote intermediate data transmitter station and said one or more  
15 control signals are effective at said remote intermediate data transmitter station to  
16 control one or more of said plurality of selective transmission devices at different times.

17 23. A method of controlling a network comprising a remote intermediate data  
18 transmitter station and one or more receiver stations, with said remote transmitter  
19 station including a broadcast or cablecast transmitter for transmitting one or more  
20 signals which are effective at a receiver station to instruct a processor, a plurality of  
21 selective transmission devices each operatively connected to said broadcast or cablecast  
22 transmitter for communicating a unit of data, a data receiver, a control signal detector,

1 and a controller or computer capable of controlling one or more of said selective  
2 transmission devices, and with said remote transmitter station adapted to detect the  
3 presence of one or more control signals, to control the communication of specific signals  
4 in response to detected specific control signals, and to deliver at its broadcast or  
5 cablecast transmitter one or more signal words or signal units, said network having at  
6 least one processor capable of assembling executable code, said method of  
7 communicating comprising the steps of:

8 (1) receiving a signal word to be transmitted by the remote intermediate data  
9 transmitter station and delivering said signal word to a transmitter, said signal word  
10 being operative in said network to serve as a basis for assembling some executable code,  
11 said some executable code being effective in said network to implement a scheme for  
12 generating output information content;

13 (2) receiving one or more control signals which at the remote intermediate  
14 data transmitter station operate to control the communication of said signal word; and

15 (3) transferring said one or more control signals to said transmitter before a  
16 specific time,  
17 said transmitter transmitting said signal word and said one or more control signals.

18 24. The method of claim 23, further comprising the step of embedding said  
19 one or more control signals in an information transmission containing said signal word  
20 before transmitting said signal word to said remote transmitter station.

21 25. The method of claim 23, wherein said specific time is a scheduled time of  
22 transmitting said signal word or said executable code from said remote intermediate

1 data transmitter station and said one or more control signals is effective at the remote  
2 intermediate data transmitter station to control one or more of said plurality of selective  
3 transmission devices at different times.

4 26. The method of claim 23, further comprising the step of embedding at least  
5 one of said signal word and said one or more control signals in a non-visible portion of  
6 a television signal or a multichannel broadcast or cablecast signal.

7 27. The method of claim 23, wherein said one or more control signals  
8 comprise a code or datum which operates to select said signal word, said executable  
9 code, or some program content associated with said signal word or said executable  
10 code, said method further comprising the step of:

11 transmitting an instruct signal which operates at the remote intermediate data  
12 transmitter station at said specific time to communicate said code or datum to a  
13 transmitter.

14 28. A method of controlling a remote transmitter station to deliver a receiver  
15 specific output at a receiver station and controlling said receiver station to communicate  
16 one or more receiver specific data to a remote data collection station, with said receiver  
17 station being remote from said remote transmitter station and said remote data  
18 collection station being remote from said receiver station, said method of  
19 communicating comprising the steps of:

20 (1) receiving at the remote transmitter station one or more instruct signals  
21 which operate at the receiver station to implement a scheme for generating output

1 information content and to assemble or communicate receiver specific data to a remote  
2 data collection site;

3 (2) receiving a control signal which operates at the remote transmitter station  
4 to control the communication of one or more instruct signals and communicating said  
5 control signal to said remote transmitter station;

6 (3) receiving a code or datum designating a specific instruct signal to be  
7 transmitted by the remote transmitter station, and said transmitter station transferring  
8 said designated specific instruct signal to a transmitter; and

9 (4) transmitting from said remote transmitter station an information  
10 transmission comprising one or more designated instruct signals, said one or more  
11 instruct signals being transmitted at one or more specific times or on one or more  
12 specific channels in accordance with said control signal.

13 29. The method of claim 28, wherein said one or more receiver specific data  
14 evidence the availability, use, or usage of information or evidence a receiver specific  
15 response to said designated instruct signal.

16 30. The method of claim 28, wherein said designated instruct signal comprises  
17 some downloadable executable code.

18 31. A method of controlling one or more of a plurality of receiver stations  
19 each of which includes a mass medium program receiver, a signal detector, at least one  
20 computer or processor, and with each said receiver station adapted to detect the  
21 presence of one or more control signals and to input a viewer reaction to a specific offer

1 communicated in a mass medium program, said method of controlling comprising the  
2 steps of:

3 (1) receiving an instruct signal at a transmitter station and delivering said  
4 instruct signal to a transmitter, said instruct signal being effective at a receiver station to  
5 implement a scheme for generating output information content;

6 (2) receiving a code or datum at said transmitter station, said code or datum  
7 designates said instruct signal or a viewer reaction to an offer communicated in a mass  
8 medium program;

9 (3) receiving one or more control signals at said transmitter station, said one  
10 or more control signals at the one or more receiver stations operate to transfer  
11 information to an output device in accordance with said implemented scheme;

12 (4) transferring said code or datum or said one or more control signals to a  
13 transmitter at said transmitter station; and

14 (5) transmitting said instruct signal, said code or datum and said one or more  
15 control signals from said transmitter station.

16 32. The method of claim 31, wherein said one or more control signals or said  
17 code or datum is embedded in a television signal or in a signal containing a television  
18 program.

19 33. The method of claim 31, wherein said one or more control signals are  
20 effective to output a viewer order for said designated product or service, said method  
21 further comprising the steps of communicating to said transmitter and transmitting

1 some information which is effective at the receiver station to select or assemble specific  
2 information to communicate to said remote data collection site.

3 34. The method of claim 31, wherein said one or more control signals  
4 incorporate some of some downloadable executable code.

5 35. The method of claim 31, wherein said mass medium program is text.

6 36. A method of generating and encoding signals to control a presentation  
7 comprising the steps of:

8 receiving and storing a program that contains video information;

9 receiving an instruction, said instruction having effect at a user station to  
10 implement a scheme for generating output information content;

11 encoding said instruction, said step of encoding translating said instruction to a  
12 control signal, said control signal for directing a processor at a user station to perform

13 said effect indicated by said instruction with said program; and

14 storing said control signal from said step of encoding in conjunction with said  
15 program.

16 37. The method of claim 36, wherein supplemental program material is stored  
17 at the same location as said processor and said control signal from said step of encoding  
18 directs said processor to generate a video overlay that is coordinated with said video  
19 information in said program, said method further comprising one step of the group  
20 consisting of:

1 storing supplemental program material in conjunction with said program and  
2 said control signal; and

3 storing a second control signal in conjunction with said program and said control  
4 signal from said step of encoding, said second control signal having effect at a user  
5 station to query a remote station or receive supplemental program material in a  
6 broadcast or cablecast transmission.

7 38. The method of claim 36, wherein said control signal from said step of  
8 encoding directs said processor to generate a video overlay that is coordinated with  
9 said video information in said program, said method further one step of the group  
10 consisting of:

11 transmitting a combined video signal from said program and said video overlay  
12 generated by said processor over a broadcast or cablecast network to a plurality of  
13 receiver stations; and

14 transmitting a combined video signal from said program and said video overlay  
15 generated by said processor to a co-located video display.

16 39. The method of claim 36, further comprising the steps of:

17 receiving a second instruction, said second instruction being one of the group  
18 consisting of:

- 19 (1) an instruction which is effective at a user station to generate some  
20 output to be associated with said program;

- 1 (2) an instruction which is effective at a user station to generate some  
2 output to be associated with said product, service, or information  
3 presentation;  
4 (3) an instruction which is effective at a user station to display a  
5 combined or sequential presentation of a mass medium program  
6 and a user specific datum;  
7 (4) an instruction which is effective at a user station to process a user  
8 reaction to said program;  
9 (5) an instruction which is effective at a user station to communicate to  
10 a remote station a query in respect of information to be associated  
11 with said program or to enable display of said program;  
12 (6) an instruction which is effective at a user station to control a user  
13 station to receive information to supplement said program;  
14 (7) an instruction which is effective at a user station to process a digital  
15 television signal which is separately defined from standard analog  
16 television; and  
17 (8) an instruction which is effective at a user station to serve as a basis  
18 for enabling an output device to display at least some of said  
19 program or for enabling a processor to process some executable  
20 code.

21 encoding said second instruction, said second step of encoding translating said  
22 second instruction to a second control signal, said second control signal for directing

1 said ancillary processor to perform said specified second effect indicated by said second  
2 instruction with said program; and  
3 storing said second control signal from said second step of encoding in  
4 conjunction with said program.

5 40. The method of claim 36, further having one the group consisting of:  
6 embedding said control signal in the non-visible portion of a television signal;  
7 embedding a code in said program that enables a computer or controller to  
8 control a presentation of said program in accordance with said control signal;  
9 communicating a program unit identification code and storing said program unit  
10 identification code at a storage location associated with said program; and  
11 communicating to and storing at a storage location associated with said program  
12 some information to evidence an availability, use, or usage of said program at a user  
13 station.

14 41. A method of controlling a receiver station including the steps of:  
15 detecting the presence or absence of a broadcast or cablecast control signal;  
16 inputting an instruct-to-react signal to a processor based on said step of detecting  
17 the presence or absence of a control signal;  
18 controlling said processor to output specific information in response to said step  
19 of inputting an instruct-to-react signal; and  
20 implementing a scheme for generating output information content on the basis of  
21 information received from said processor based on said step of controlling a processor.

1        42.    The method of claim 41, wherein a buffer is operatively connected to said  
2 processor for buffering input, said method further comprising the step of:  
3        inputting said instruct-to-react signal directly to said processor.

4        43.    The method of claim 41, wherein said processor processes a datum  
5 designating a television channel or a television program, said method further having  
6 one step of the group consisting of:

7        controlling a tuner to tune a receiver to receive the television channel or  
8 television program designated by said processed datum;

9        controlling a selective transmission device to input to a control signal detector at  
10 least some portion of the television channel or television program designated by said  
11 processed datum;

12        controlling a control signal detector to search for one or more control signals in  
13 the television channel or television program designated by said processed datum;

14        controlling a selective transmission to input to a computer control signals  
15 detected in the television channel or television program designated by said processed  
16 datum;

17        controlling a computer to respond to control signals detected in the television  
18 channel or television program designated by said processed datum;

19        controlling a television monitor to display video or audio contained in the  
20 television channel or television program designated by said processed datum;

21        controlling a video recorder to record or play video or audio contained in the  
22 television channel or television program designated by said processed datum; and

1 controlling a selective transmission device to communicate to a video recorder or  
2 a television monitor the television channel or television program designated by said  
3 processed datum.

4 44. The method of claim 41, wherein said processor processes a datum  
5 designating one or more specific channels of a multichannel cable or broadcast signal,  
6 said method further having one step of the group consisting of:

7 controlling a tuner to tune a converter to receive the one or more specific  
8 channels designated by said processed datum;

9 controlling a selective transmission device to input to a control signal detector at  
10 least some portion of the one or more specific channels designated by said processed  
11 datum;

12 controlling a control signal detector to search for one or more control signals in  
13 the one or more specific channels designated by said processed datum;

14 controlling a selective transmission to input to a computer control signals  
15 detected in the one or more specific channels designated by said processed datum;

16 controlling a computer to respond to control signals detected in the one or more  
17 specific channels designated by said processed datum;

18 controlling a television monitor to display video or audio contained in the one or  
19 more specific channels designated by said processed datum;

20 controlling a video recorder to record or play video or audio contained in the one  
21 or more specific channels designated by said processed datum; and

22 controlling a selective transmission device to communicate to a storage device or  
23 an output device the one or more specific channels designated by said processed datum.

1           45.    A method of controlling a receiver station, said receiver station having a  
2 processor for passing and executing instructions and a clock operatively connected to  
3 said processor for inputting a timing signal, said method comprising the steps of:  
4           receiving a broadcast or cablecast transmission;  
5           demodulating said broadcast or cablecast transmission to detect an information  
6 transmission thereon, said information transmission comprising an instruct signal  
7 which is effective to implement a scheme for generating output information content;  
8           detecting said instruct signal on said information transmission and passing said  
9 instruct signal to said processor;  
10          delaying, under processor control, the passing of said instruct signal to a  
11 controllable apparatus;  
12          passing said instruct signal to said controllable apparatus on the basis of a timing  
13 signal; and  
14          controlling said controllable apparatus based on said instruct signal.

15          46.    The method of claim 45, further comprising the steps of:  
16          detecting a timing signal in said information transmission;  
17          passing said timing signal to said clock; and  
18          timing, under control of said clock, the passing of said instruct signal based on  
19 said timing signal.

20          47.    A method of controlling at least one of a plurality of receiver stations each  
21 of which includes a broadcast or cablecast mass medium program receiver, at least one  
22 output device, a control signal detector, at least one processor capable of responding to

1 an instruct signal, and with each said mass medium program receiver station adapted  
2 to detect and respond to one or more instruct signals, said method of communicating  
3 comprising the steps of:

4 (1) receiving at a broadcast or cablecast transmitter station an instruct signal  
5 which is effective at the receiver station to implement a scheme for generating output  
6 information content and delivering the instruct signal to a transmitter;

7 (2) receiving at said transmitter station one or more control signals which at  
8 the receiver station operate to communicate the instruct signal to a specific processor;  
9 and

10 (3) transferring said one or more control signals to the transmitter, said  
11 transmitter transmitting the instruct signal and the one or more control signals.

12 48. The method of claim 47, wherein said instruct signal or some  
13 identification data in respect of said instruct signal is embedded in a television signal or  
14 in a signal containing a television program.

15 49. The method of claim 47, wherein a switch communicates signals  
16 selectively from a receiver and a memory or recorder to a transmitter, said method  
17 further comprising one from the group consisting of:

18 detecting a signal which is effective at the transmitter station to instruct  
19 communication;

20 determining a specific signal source from which to communicate a signal to a  
21 transmitter;

1 controlling said switch to communicate a signal to said transmitter in response to  
2 a signal which is effective at the transmitter station to instruct communication;  
3 controlling said switch to communicate a signal from a selected signal source;  
4 and  
5 controlling said switch to communicate to said memory or recorder a signal  
6 which is effective at the receiver station to instruct.

7 50. The method of claim 47, wherein a controller controls a switch to  
8 communicate to a transmitter a selected mass medium program or control signal,  
9 further comprising one from the group consisting of:

10 detecting a signal which is effective at the transmitter station to instruct  
11 transmission;

12 inputting to said controller a signal which is effective to control said switch;

13 controlling said switch to communicate one or more instruct signals according to  
14 a transmission schedule;

15 controlling said switch to communicate a signal from a specific one of a plurality  
16 of instruct signal sources; and

17 controlling said switch to communicate an instruct signal to a selected one of a  
18 plurality of transmitters.

19 51. The method of claim 47, further comprising one from the group consisting  
20 of:

1 transmitting to a receiver station one or more data that designate a time or a  
2 channel of transmission of said instruct signal or that specify the title of or some subject  
3 matter contained in a mass medium program associated with said instruct signal; and  
4 transmitting to a receiver station a control signal to cause said receiver station to  
5 tune to a broadcast or cablecast transmission containing a specific instruct signal.

6 52. An interactive method for data promotion and delivery for use with an  
7 interactive mass medium program output apparatus comprising the steps of:

8 displaying a mass medium program that promotes data, said interactive mass  
9 medium program output apparatus having an input device to receive input from a  
10 subscriber;

11 prompting said subscriber during said mass medium program whether said  
12 subscriber wants said data promoted in said step of displaying, said interactive mass  
13 medium program output apparatus having a memory for storing a code or datum;

14 receiving an reply from said subscriber at said input device in response to said  
15 step of prompting said subscriber, said interactive mass medium program output  
16 apparatus having a processor for processing said subscriber reply and said data;

17 processing said reply from said step of receiving a reply and selecting a code or  
18 datum designating said data, said interactive mass medium program output apparatus  
19 having a transmitter for communicating information to a remote station;

20 communicating said selected code or datum to a remote site, said interactive  
21 mass medium output apparatus and said remote site comprising a network having a  
22 plurality of transmitter stations;

1 assembling, in said network, a signal unit which is effective at said interactive  
2 mass medium program output apparatus to implement a scheme for generating output  
3 information content, said interactive mass medium program output apparatus having a  
4 receiver for receiving a signal from a remote station;

5 delivering said signal unit at said interactive mass medium program output  
6 apparatus; and

7 delivering said designated data on the basis of said signal unit.

8 53. The method of claim 52, wherein at least some portion of said signal unit  
9 is embedded in the non-visible portion of a television signal.

10 54. The method of claim 52, wherein information evidencing the availability,  
11 use or usage of said mass medium program or said data is stored or communicated to a  
12 remote data collection station, said method further comprising the step of selecting  
13 evidence information that identifies or designates one or more of:

- 14 (1) a mass medium program;  
15 (2) a use of data;  
16 (3) a transmission station;  
17 (4) a receiver station;  
18 (5) a network;  
19 (6) a broadcast station;  
20 (7) a channel on a cable system;  
21 (8) a time of transmission;  
22 (9) a unique identifier datum;

- 1 (10) a source or supplier of data;
- 2 (11) a publication, article, publisher, distributor, or an advertisement;
- 3 and
- 4 (12) an indication of copyright.

5 55. The method of claim 52, wherein said signal unit incorporates executable  
6 code said method further comprising the steps of communicating said executable code  
7 to said processor and performing, on the basis of said executable code, one selected  
8 from the group consisting of:

- 9 (1) receiving a signal containing said data;
- 10 (2) actuating a video, audio, or print storage or output device, as  
11 appropriate, to store or output said data;
- 12 (3) decrypting at least a portion of said data;
- 13 (4) controlling a selective transmission device to communicate said  
14 data to a storage device or an output device;
- 15 (5) generating a receiver specific datum to on the basis of said data;
- 16 and
- 17 (6) delivering mass medium programming at said interactive mass  
18 medium program output apparatus simultaneously or sequentially  
19 with at least some of said data.